

3.0 Policy: All BIH programs must have patient education and community awareness activities.

3.1 Requirements:

- 3.1.1 Target pregnant and parenting African-American women and follow the community exchange/awareness intervention curriculum as made available by the MCH Branch.
- 3.1.2 Track clients to assure timely acquisition of appropriate and necessary well-baby care, proper immunizations, and maintenance of other services seen as essential and necessary for the well being of infants and children from birth through 12 months. Client tracking includes case management, patient education, care coordination, and/or other non-medical indicators, such as adequacy of available housing and employment opportunities.
- 3.1.3 Establish coordination, referral, and follow-up procedures for program clients who have experienced or who may be at risk for family, community, and/or relationship violence.
- 3.1.4 Develop and maintain promotional materials which may include items such as brochures, fact sheets, canvas bags, well baby kits, baby books, baby blankets, pens, public service announcements, videos, apparel, newsletters, etc.

3.2 Procedures for Patient Education and Community Awareness Activities

- 3.2.1 Submit all promotional materials developed by the agency to MCH Branch for approval prior to its use.